

Message Text

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ACTION EUR-12

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FM AMEMBASSY BERN

TO SECSTATE WASHDC 102

USDOC WASHDC

INFO AMCONSUL ZURICH

UNCLAS SECTION 1 OF 2 BERN 0210

USDOC

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 76

REF: STATE A-9016, 12/6/74

1. EMBASSY SUBMITS HERewith A BASIC OUTLINE OF A COUNTRY COMMERCIAL PROGRAM FOR SWITZERLAND FOR FY 1976. THIS PROGRAM HAS BEEN COORDINATED WITH AMCONSUL ZURICH, AND REPRESENTS A MISSION PROPOSAL. WE INTEND TO HAVE A COMPLETE DRAFT FY 76 CCP READY FOR DISCUSSION IN TIME FOR THE VISIT OF THE COMMERCE/STATE TEAM IN MARCH/APRIL. WE HOPE THAT BY THEN WE WILL HAVE A FIRM INDICATION FROM WASHINGTON AS TO WHETHER OFFICIAL U.S. PARTICIPATION IN THE INELTEC FAIR AND TRADE MISSIONS ON PROCESS CONTROL INSTRUMENTATION AND SECURITY EQUIPMENT (SEE BELOW) ARE POSSIBLE. IN ADDITION, AS WE PRESENTLY DEVOTE ONE-HALF MAN YEAR TO THE PREPARATION OF SCHEDULED CERP INDUSTRIAL OUTLOOK REPORTS AND COULD PROFITABLY, AND WE BELIEVE MORE PRODUCTIVELY, UTILIZE THAT MAJOR MANPOWER RESOURCE ON OUR CAMPAIGNS AND OTHER PRIORITY PROJECTS IN FY 1976, WE AGAIN URGE WASHINGTON (REF. BERN A-161, MAY 29, 1974) TO REDUCE OUR CERP REPORTING SCHEDULE TO THE MAXIMUM DEGREE POSSIBLE, AND TO DO SO BEFORE THE VISIT OF THE COMMERCE/STATE TEAM.

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2. WE HAVE NOT DRAFTED FOR THE PRESENT THE SECTIONS OF THE CCP ENTITLED OVERVIEW, ORGANIZATION CHART, RESOURCE ALLOCATION SUMMARY OR ADMINISTRATIVE DIRECTIONS. THESE SECTIONS WILL BE INCLUDED IN THE FULL DRAFT TO THE PREPARED FOR THE TEAM VISIT.

3. SUMMARY OF PROGRAM ACTIVITIES

A. PRODUCT CAMPAIGNS

A.1. CONSUMER GOODS - THE FAVORABLE DOLLAR/Franc EXCHANGE RATE, THE SUCCESS OF THE MAUS FRERES IN-STORE PROMOTION AND THE POSITIVE OUTLOOK FOR SEVERAL CATEGORIES OF US CONSUMER GOODS IN SWITZERLAND REPORTED IN BERN A-324, NOV. 25, 1974, MAKE THIS PRODUCT GROUPING A PROMISING AREA OF CONCENTRATION. IT WILL BE CARRIED FORWARD WITH THE FY 77 CCP AS WELL. 20 TRADE OPS; TRY TO ORGANIZE ONE IN-STORE PROMOTION FOR FOURTH QUARTER; CALL ON FIVE PROSPECTIVE IMPORTERS; REINFORCE CONTACTS WITH TRADE ASSOCIATIONS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF U.S. PRODUCTS IN US AND EUROPE; LAUNCH PERIODICAL BULLETIN ON NEW US CONSUMER GOODS TO BE SENT TO SELECTED IMPORTERS AND TRADE ASSOCIATIONS; UPDATE LISTS OF ADDRESSES OF IMPORTANT SWISS IMPORTERS AND ENDUSERS; UPDATE INFORMATION ON THESE FIRMS IN POST'S FILES AND FTL, WHICH MAY INVOLVE SUBMISSION OF AS MANY AS 10 VOLUNTARY WTD REPORTS; VISIT TRADE SHOWS WITHIN SWITZERLAND AND REPORT TO USDOC ON ANY APPROPRIATE FOR PROMOTION OF US CONSUMER GOODS. MANAGER - PAUL FREI.

A.2. ELECTRONIC COMPONENTS - SWISS INDUSTRY IS ACTIVE IN ELECTRONICS AND RECEPTIVE TO NEW PRODUCTS AND PROCESSES. US MANUFACTURERS ARE GENERALLY WELL-REGARDED, AND LOCAL TRADE SOURCES PREDICT STEADY GROWTH IN DEMAND. PARTICIPATION IN INELTEC EXHIBITION IN FIRST QUARTER; SUBJECT OF SEPTEL TO USDOC; 20 TRADE OPS; FOLLOW-UP ON GROUP TRIP OF ELEKTRONIKER MAGAZINE HELD IN APRIL 1975; TRY TO ORGANIZE FOREIGN BUYERS GROUP FROM SWISS WATCH INDUSTRY INTERESTED IN VISITING US EXHIBITIONS AND MANUFACTURERS OF ELECTRONIC WATCH KITS AND DISPLAY SYSTEMS; CALL ON FIVE PROSPECTIVE IMPORTERS; LAUNCH PERIODICAL UNCLASSIFIED

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BULLETIN ON NEW PRODUCTS IN ELECTRONICS IN THE US TO BE SENT TO IMPORTERS, ENDUSERS, AND TRADE ASSOCIATIONS AND JOURNALS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF US PRODUCTS; UPDATE LISTS OF IMPORTANT SWISS IMPORTERS AND ENDUSERS; UPDATE INFORMATION ON THESE FIRMS IN POSTS' FILES AND FTL, WHICH MAY INVOLVE SUBMISSION OF AS MANY AS 10 VOLUNTARY WTD REPORTS; REINFORCE CONTACTS WITH PRINCIPAL SWISS TRADE

ASSOCIATIONS AND JOURNALS AND ATTEMPT TO PLACE THEMATIC ARTICLES; CIRCULATE LIST OF AMERICAN TRADE JOURNALS IN ELECTRONICS TO INTERESTED SWISS FIRMS AND USE LIST IN UPDATING REFERENCE WORKS IN POSTS' COMMERCIAL LIBRARIES; VISIT TRADE SHOWS WITHIN SWITZERLAND AND REPORT TO USDOC ON ANY APPROPRIATE FOR PROMOTION OF US ELECTRONICS PRODUCTS. MANAGER - DAN SCHAUBACHER.

A.3. ENERGY SYSTEMS - PROGRESS IN THE US IN DEVELOPING ALTERNATIVE SOURCES OF ENERGY AND SWITZERLAND'S NEED TO INCREASE ITS ENERGY PRODUCTION AUGUR WELL FOR THIS CAMPAIGN. TYPE II PARTICIPATION IN SECOND QUARTER AT NUCLEX 75 EXHIBITION; DEVOTE SEVERAL ARTICLES IN ONE ISSUE OF COMMERCIAL NEWSLETTER TO NEW SOURCES AND TECHNOLOGIES FOR POWER GENERATION; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF US EQUIPMENT AND SYSTEMS; REINFORCE CONTACTS WITH MAJOR POWER UTILITIES IN SWITZERLAND AND WITH GOVERNMENT AND PRIVATE ORGANIZATIONS WORKING ON DEVELOPMENT OF NEW ENERGY SOURCES. MANAGER - PAUL WETTSTEIN.

A.4. PROCESS CONTROL INSTRUMENTATION - THE CONTINUING EFFORTS OF SWISS FIRMS TO RATIONALIZE AND AUTOMATE THEIR PRODUCTION PROCESSES AND THE EMERGENCE OF POLLUTION CONTROL AS A MAJOR NATIONAL OBJECTIVE OFFER GOOD OPPORTUNITIES FOR INCREASING US EXPORTS. PARTICIPATION IN INELTEC EXHIBITION IN FIRST QUARTER, SUBJECT OF SEPTTEL TO USDOC; ONE TRADE MISSION IN THIRD QUARTER; 15 TRADE OPS; CALL ON FIVE PROSPECTIVE IMPORTERS; LAUNCH PERIODICAL BULLETIN ON NEW PRODUCTS IN PROCESS CONTROL FROM THE USA TO BE SENT TO IMPORTERS, ENDUSERS AND TRADE ASSOCIATIONS AND JOURNALS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF US PRODUCTS AND SYSTEMS; UPDATE LISTS OF IMPORTANT SWISS IMPORTERS
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AND ENDUSERS; UPDATE INFORMATION ON THESE FIRMS IN POSTS' FILES AND FTI, WHICH MAY INVOLVE SUBMISSION OF AS MANY AS 10 VOLUNTARY WTD REPORTS; REINFORCE CONTACTS WITH PRINCIPAL SWISS TRADE ASSOCIATIONS AND JOURNALS AND ATTEMPT TO PLACE THEMATIC ARTICLES; CIRCULATE LIST OF AMERICAN TRADE JOURNALS IN PROCESS CONTROL TO INTERESTED SWISS FIRMS AND USE LIST IN UPDATING REFERENCE WORKS IN POSTS' COMMERCIAL LIBRARIES; VISIT TRADE SHOWS WITHIN SWITZERLAND AND REPORT TO USDOC ON ANY APPROPRIATE FOR PROMOTION OF US INSTRUMENTATION.
MANAGER - WERNER WIEDMER.

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A.5. INDUSTRIAL, COMMERCIAL AND RESIDENTIAL SECURITY SYSTEMS
AND COMPONENTS - FIRMS, PUBLIC INSTITUTIONS AND
INDIVIDUALS ARE BECOMING VERY SECURITY CONSCIOUS AND THE
DEMAND FOR THESE PRODUCTS -- IN WHICH THE US ENJOYS
A TECHNOLOGICAL LEAD -- WILL RISE SHARPLY OVER THE
NEXT FEW YEARS. COMPLETE VOLUNTARY DESK STUDY IN FIRST
QUARTER; TRY TO ORGANIZE FOREIGN BUYERS TRIP IN
COOPERATION WITH PROTEKTOR MAGAZINE, INCLUDING
REPRESENTATIVES OF THE SWISS POSTAL ADMINISTRATION
AND MILITARY, FOR THIRD QUARTER; TRADE MISSION AND
TECHNICAL SEMINAR IN FOURTH QUARTER; 15 TRADE OPS;
CALL ON FIVE PROSPECTIVE IMPORTERS; LAUNCH PERIODICAL
BULLETIN ON NEW PRODUCTS IN SECURITY FIELD FROM USA
TO BE SENT TO IMPORTERS, ENDUSERS AND TRADE ASSOCIATIONS
AND JOURNALS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS
OF US PRODUCTS AND SYSTEMS; UPDATE LISTS OF IMPORTANT
SWISS IMPORTERS AND ENDUSERS; UPDATE INFORMATION ON
THESE FIRMS IN POSTS' FILES AND FTL, WHICH MAY INVOLVE
SUBMISSION OF AS MANY AS 10 VOLUNTARY WTD REPORTS;
REINFORCE CONTACTS WITH PRINCIPAL SWISS TRADE
ASSOCIATIONS AND JOURNALS AND ATTEMPT TO PLACE THEMATIC
ARTICLES; CIRCULATE LIST OF AMERICAN TRADE JOURNALS IN
SECURITY FIELD TO INTERESTED SWISS FIRMS AND USE
LIST IN UPDATING REFERENCE WORKS IN POSTS' COMMERCIAL
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LIBRARIES; VISIT TRADE SHOWS WITHIN SWITZERLAND AND
REPORT TO USDOC ON ANY APPROPRIATE FOR PROMOTION OF
US SYSTEMS AND COMPONENTS. MANAGER - WERNER WIEDMER.

B. OTHER PRIORITY PROJECTS

B.1. AVIONICS AND AVIATION SUPPORT EQUIPMENT - US EXPORTS
OF HIGH-TECHNOLOGY EQUIPMENT SHOULD GROW DUE TO A FAVORABLE
DEMAND SITUATION, INCLUDING AIRPORT EXPANSION PROJECTS,
AND THE GOOD REPUTATION OF US AVIONICS PRODUCTS AND
SYSTEMS. MARKET RESEARCH WAS CONDUCTED IN FY 1975.
SUBMIT REPORT ON AVIATION DEVELOPMENTS IN SWITZERLAND
WITH EMPHASIS ON TRADE OPPORTUNITIES FOR AMERICAN
SUPPLIERS IN FIRST QUARTER; INCLUDE ITEMS ON NEW
US AIRPORT EQUIPMENT AND NEW OR IMPROVED TYPES OF
US AIRCRAFT IN ISSUES OF THE COMMERCIAL NEWSLETTER
THROUGHOUT THE YEAR WHENEVER THE OCCASION ARISES;
REINFORCE RELATIONS WITH IMPORTERS AND DISTRIBUTORS
OF AIRCRAFT, AIRCRAFT PARTS AND AVIONICS; 5 TRADE
OPS; EXTEND AND INTENSIFY RELATIONS WITH KEY PEOPLE
IN THE SWISS GOVERNMENT, SWISSAIR AND OTHER AGENCIES
AND BODIES CONCERNED WITH THE CURRENT ZURICH AIRPORT
EXPANSION PROGRAM WITH A VIEW TO SECURING ADVANCE
INFORMATION ON FORTHCOMING TENDERS OF LIKELY INTEREST
TO POTENTIAL US SUPPLIERS; SUPPORT AND PROMOTE EXHIBITIONS
OF US PRODUCTS AND SYSTEMS SUCH AS THE PARIS AIR SHOW,
AND THE FARNBOROUGH AND HANOVER SHOWS. MANAGER -
PAUL WETTSTEIN.

B.2. VISIT USA - TOURISM TO THE USA FROM SWITZERLAND
INCREASES STEADILY YEAR BY YEAR. THE FAVORABLE DOLLAR/
FRANC EXCHANGE RATE MAKES THE US AN ECONOMICAL VACATION
DESTINATION. STRIVE TO IMPROVE COOPERATION WITH
USTS, WHICH SERVES SWITZERLAND ON A LIMITED SCALE;
CONTINUE CLOSE COOPERATION WITH USIS IN MAKING
AVAILABLE TO SWISS TRAVEL AGENCIES LITERATURE,
POSTERS, AND FILMS, IN PROMOTING VISIT USA TO
INDIVIDUAL AGENCIES THRU FILM SHOWINGS, VISITS,
ETC., WORK CLOSELY WITH TRAVEL AGENCIES AND TRADE
ASSOCIATIONS AND JORNALS TO ORGANIZE FOREIGN BUYERS
GROUP TRIPS; WORK WITH TWA, SWISSAIR AND USIS TO
IMPLEMENT TRAVEL PROGRAM FOR FOREIGN TRAVEL AGENTS
AND JOURNALISTS ANNOUNCED IN STATE A-9014 (VALID
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INITIALLY FOR CY 1975); ASSIST INDIVIDUAL AGENCIES
IN PROMOTING VISIT USA BY PERSONAL APPEARANCES OF
MISSION PERSONNEL AT SALES AND OTHER FUNCTIONS.

B.3. IMPROVE COMMERCIAL LIBRARIES - PERPETUAL SHORTAGE
OF PUBLICATIONS PROCUREMENT FUNDS HAS PREVENTED

EQUIPPING BOTH POSTS' COMMERCIAL LIBRARIES WITH THE REFERENCE MATERIALS THEY NEED. UPGRADE QUALITY OF PUBLICATIONS IN BOTH LIBRARIES THRU PUBLICATIONS PROCUREMENT CONCENTRATING ON THOSE US INDUSTRIES OF GREATEST COMMERCIAL INTEREST IN SWITZERLAND.

C. POSTPONED PROJECTS

WITH ADDITION OF ONE FULL TIME PROFESSIONAL LOCAL POSITION AT AMCONSUL ZURICH AND MODEST EXTRA BUDGET, MISSION FEELS IT COULD UNDERTAKE THE FOLLOWING AS ADDITIONAL CAMPAIGNS IN FY 1976.

C.1. MEDICAL AND HEALTH SYSTEMS AND EQUIPMENT - PROSPECTS FOR SALE OF ADVANCED US BIOMEDICAL EQUIPMENT AND SYSTEMS ARE PARTICULARLY GOOD. PARTICIPATION IN IFAS EXHIBITION IN SECOND QUARTER; ONE TRADE MISSION AND TECHNICAL SEMINAR IN FOURTH QUARTER; TRADE OPS, CALLS, UPDATINGS AND OTHER ACTIVITIES SIMILAR TO THOSE IN CAMPAIGNS ABOVE. MANAGER - DAN SCHAUBACHER

C.2. RAW MATERIALS FOR THE CHEMICAL INDUSTRY - THE REAL OR POTENTIAL SHORTAGE OF PETROCHEMICALS AND OTHER RAW MATERIALS HAS GENERATED CONSIDERABLE INTEREST IN FINDING SUBSTITUTE PRODUCTS AND SOURCES. UNDERTAKE INTENSIVE EFFORT TO IDENTIFY RAW MATERIALS NEEDS OF SWISS CHEMICAL AND PHARMACEUTICAL FIRMS WHICH MIGHT BE SATISFIED BY AMERICAN PRODUCERS; 20 TRADE OPS; 10 CALLS; UPDATINGS AND OTHER ACTIVITIES SIMILAR TO THOSE IN CAMPAIGNS ABOVE. MANAGER - PAUL FREI.

4. BELIEVE THAT OUTLINE OF CAMPAIGN WORKSHEETS AND ANALYSIS OF DEFERRED PROJECTS CAN BE DERIVED FROM PARAGRAPH 3 ABOVE.

5. WE COULD USE A SERIES OF THEMATIC PRESS RELEASES SUITABLE FOR PLACEMENT IN LOCAL TRADE JOURNALS AND DISSEMINATION LOCAL TRADE ASSOCIATIONS IF THEY COULD BE FURNISHED FROM WASHINGTON. WE ENVISAGE SUCH RELEASES AS COVERING NEW DEVELOPMENTS AND TECHNOLOGIES IN VARIOUS US INDUSTRIES WHICH WOULD BE OF UNCLASSIFIED

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INTEREST TO FOREIGN ENDUSERS AND IMPORTERS. SUSPECT THAT OTHER POSTS COULD USE SUCH MATERIALS IN THE SAME WAY, AND URGE WASHINGTON CONSIDER ESTABLISHING MECHANISM TO LOCATE OR PREPARE AND DELIVER THEM TO POSTS, PARTICULARLY IN DEVELOPED MARKETS, ON A REGULAR BASIS.

6. WE WOULD ALSO FIND IT USEFUL IF WASHINGTON COULD FURNISH US WITH LISTS OF US TRADE PUBLICATIONS IN THE TARGET AND PERHAPS OTHER INDUSTRIES. SUCH LISTS SHOULD IDENTIFY TITLE, PUBLISHER, COST, FREQUENCY, AND CONTENT OF PUBLICATION. LISTS WOULD BE USEFUL TO LOCAL FIRMS INTERESTED IN MAINTAINING REGULAR CONTACT WITH DEVELOPMENTS IN THE USA, IN PREPARING

FEATURE ARTICLES FOR COMMERCIAL NEWSLETTER AND OTHER
PUBLICATIONS, AND IN UPDATING OUR OWN COMMERCIAL LIBRARY
REFERENCE MATERIALS. APART FROM AYERS DIRECTORY, WE
GENERALLY HAVE NO WAY OF KNOWING WHAT TRADE PUBLICATIONS
EXIST IN THE USA. PERHAPS USDOCOCNDUSTRY ANALYSTS OR USIA
COULD FULL THIS VOID.
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